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FILE: 10006 [REDACTED] 10 WHITE HOUSE COMMUNICATIONS AGENCY

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OO: NSOLU --CPUSA OLLIE NORTH

CENTRAL AMERICA PUBLIC DIPLOMACY
NSC PHON: NSOLU --CPUSA TO: NSJAP --CPUSA
TO: NSJAP --CPUSA

08/26/86 10:05:16

000 Reply to note of 07/31/86 19:30

NSC PHON: Walter RAYMOND

Subject: CENTRAL AMERICA PUBLIC DIPLOMACY

In a follow-up Peter Bailey invited me to breakfast. I thought the memo was excellent but he did not feel that it totally filled the bill. What he thought was missing was the immediacy of the problem from the American domestic perspective. He believes that we are operating with a relatively narrow vision in which to turn around American perceptions re Central America and particularly Nicaragua. We will be chided up by Congress. He discussed the obvious, which is part of our strategy, including such things as: the need to convince people of the key importance of Central to our national security; the need to give white hats on our team etc. The themes are those we have pressed although he believes we could change the dialogue away from Contras to democrats; emphasize the need for a free and open vote etc. Nothing really new here. The key difference is that he thinks we should run it more like a political/presidential campaign. We need to strengthen our ability to reach out. Names like Hollins, Weiziger and so were thrown around as the kinds of resources one needs to tap.

Later in talking to Ollie and Bob Reger we focused on what is missing and that is a well-funded, independent outside group--remember the Committee for the Present Danger--that could mobilize people. Peter suggested 10 or 12 very prominent bipartisan Americans. Added to this would need to be a key action officer and a 501(c-3) tax-exempt structure. It is totally understandable that such a structure is needed and also totally understandable why, for discreet political reasons, it was not included in the memo to Bill Casey. I told Pete he was right but we need "a hero" and money!

I have chatted on the margins to both Cliff White and Dave Miller about this and they both have organizational and conceptual ideas. My recommendation is that after Labor Day when everyone is back in the city that a meeting take place with the following people present: Peter Bailey, Cliff White, Dave Miller, Elliot Abrams, Bob Reger, Ollie North and myself. The results of that meeting would be the basis for charting the next step in this area. Do you agree? Do you recommend additions or deletions to the group? At any rate, the regular public diplomacy work will continue to proceed along and with vigor.

cc: NSOLU --CPUSA

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